

1 S. Main Street, 7th Floor
Mt. Clemens, MI 48043
Phone: (586) 469-5285
Fax: (586) 469-6787
www.MacombCountyMi.gov/mcped

Press Release

Macomb County Executive
Mark A. Hackel



Planning & Economic Development

For Immediate Release

Media Contact: Don Morandini, Deputy Director 586-469-5285

Date: January 30, 2012

New Entrepreneurial Training for Retailers to be offered at Velocity

Retailers in Macomb County have a brand-new opportunity to refresh their business plans and put their shops on a path to success. "Unlock Your Sales Potential" is a 12-week program offered by the Michigan Small Business Technology and Development Center at Velocity, a collaborative center for economic development in Macomb County.

According to the U.S. Census, there are 2,855 retail establishments in Macomb County. These small businesses help to support more than 40,590 jobs.

"Unique and interesting, retail shops are the bread and butter of our downtowns and commercial corridors," says Don Morandini, Deputy Director of the Macomb County Department of Planning & Economic Development. "This class is especially for entrepreneurs with a passion for selling what consumers want. We'll help them uncover a deeper understanding of their customer base and provide ideas for keeping their inventory selling."

Developed specifically for the retail industry, the class is for owners or managers of stores that have been in existence for at least two years. The class will guide participants through the process of assessing their businesses and developing an action plan for growth. It will also offer an opportunity for shop owners from across the county to meet and learn from each other.

Classes will be held from 7:30 to 9:30 a.m. on Tuesday's beginning on February 28 at Velocity, 6633 18 Mile Road in Sterling Heights. Offered with support from the US Small Business Administration and the Michigan Economic Development Corporation, a subsidy from MSU makes it possible to offer the course at a discounted cost of \$140. Pre-registration is required. Please e-mail Denise.Mentzer@MacombCountyMI.gov or call 586-469-5118.

###

Unlock Your Sales Potential!



Growing a Retail Business

is a 12-week program specially developed for retailers who have been in business for more than two years. This program helps assess your business today and develop an action plan for growth.

“I was so busy trying to keep customers coming in the door, I didn’t take time to plan for the future. Growing a Retail Business gave me the opportunity and discipline I needed to organize my operations for a healthier future.”

KEY OBJECTIVES

- Plan for financial needs to avoid cash flow problems
- Build a strong, competitive business model
- Develop an overall business strategy for growth
- Determine if you have the right people on the job
- Determine key metrics for success

WHEN/WHERE/HOW

WHEN:

February 28 through May 15, 2012
Tuesdays 7:30 a.m. – 9:30 a.m.

PRICE: \$700, GRANT PRICE: \$140

Thanks to the financial support of MSU’s Broadband Technology Opportunity Program (BTOP) grant award, the registration fee of the class has been reduced from \$700 to \$140.

WHERE:

Velocity

6633 18 Mile Rd Sterling Heights, MI 48314

TO APPLY ONLINE:

www.misbtdc.org/training/
Phone: 586-469-5118

PROGRAM FEATURES

- Twelve weekly 2-hour sessions
- Initial assessment to measure your current success
- Small group and hands-on activities each week that focus on specific issues retailers face
- MISBTDC consultant assigned for individual assistance outside of sessions
- Text and online training materials are developed from experienced retail professionals affiliated with the MISBTDC
- Successful retailer case studies

PROGRAM BENEFITS

- Lets you get away and work “on” your business
- Identify opportunities to grow your business
- Focus on specific areas with most potential for impact
- Implement current retail marketing and sales tools

SPONSORED BY

MICHIGAN STATE
UNIVERSITY

VELOCITY

PRESENTED BY



www.misbtdc.org



Funded in part through a cooperative agreement with the U.S. Small Business Administration.



Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.